MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK3074 – GLOBAL MARKETING

(All sections / Groups)

01 JUNE 2017
09:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 2 pages (including the cover page) with 5 questions only.

2. Answer **ALL FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Colgate Total toothpaste is positioned as the brand that addresses all aspects of oral health. Such positioning is very important from the business point of view. Explain what are the differences between using "attribute or benefit" and "quality and price" as positioning strategy.

(20 marks)

QUESTION 2

If a label on a product states "Made in Thailand," and a similar product has a label "Made in Germany," then why do consumers consider the latter to be better than the former? What difference does a label make in the perception of a consumer?

(20 marks)

QUESTION 3

An export administrator, Beth Dorrell, notes, "A commodity raw material from Africa can be refined in Asia, then shipped to South America to be incorporated into a component of a final product that is produced in the Middle East and then sold around the world." In light of this statement, describe supply chain, value chain, and logistics.

(20 marks)

QUESTION 4

What are some of the issues that need to be addressed when setting up for global e-commerce?

(20 marks)

QUESTION 5

If you were responsible for marketing cannon scanners worldwide (average price, RM 400) and your country of manufacture was experiencing a strong and appreciating currency against almost all other currencies, what options are available to you to maintain your competitive advantage in world markets?

(20 marks)

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